

CLAIMS

91 1. A hang tag for selective attachment to a product, comprising:
a digital memory encoded with information relating to a product to which it is
to be attached; and means for selective attachment to a product.

2. ~~The hang tag according to claim 1, wherein the means for attachment
includes an eyelet formed on the digital memory.~~

91 3. The hang tag according to claim 2, wherein the means for attachment further
includes a cord adapted for positioning between the product and the eyelet.

4. ~~The hang tag according to claim 2, wherein the eyelet is frangibly secured to
the digital memory.~~

5. ~~The hang tag according to claim 1, wherein the means for attachment
includes pouch in which the digital memory is selectively placed.~~

6. The hang tag according to claim 1, wherein the digital memory is an optical
disk.

7. The hang tag according to claim 6, wherein the optical disk is a CD-ROM.

8. The hang tag according to claim 1, wherein the digital memory is non-circular.

9. A method for labeling products so as to provide consumers with a wealth of information relating to the product, comprising:

producing a hang tag including a digital memory encoded with information relating to a product to which it is to be attached and means for selective attachment to the product; and attaching the hang tag to the product.

~~10. The method according to claim 9, wherein the means for attachment includes an eyelet formed on the digital memory.~~

11. The method according to claim 10, wherein the means for attachment further includes a cord adapted for positioning between the product and the eyelet.

~~12. The method according to claim 10, wherein the eyelet is releasably secured to the digital memory.~~

~~13. The method according to claim 9, wherein the means for attachment includes a pouch in which the digital memory is selectively placed.~~

14. The method according to claim 9, wherein the digital memory is a CD-ROM.

15. The method according to claim 9, wherein the digital memory is non-circular.

16. A product including a hang tag attached thereto for providing consumers with information relating to the product, the hang tag comprising:

a digital memory encoded with information relating to a product to which it is to be attached; and means for selective attachment to a product.

~~17. The product according to claim 16, wherein the means for attachment includes an eyelet formed on the digital memory.~~

18. The product according to claim 17, wherein the means for attachment further includes a cord adapted for positioning between the product and the eyelet.

~~19. The product according to claim 17, wherein the eyelet is releasably secured to the digital memory.~~

~~20. The product according to claim 16, wherein the means for attachment includes pouch in which the digital memory is selectively placed.~~

21. The product according to claim 16, wherein the digital memory is a CD-ROM.

22. The product according to claim 16, wherein the digital memory is non-circular.